

# **2004 State and County Economic & Travel Indicator Profiles**

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# INTRODUCTION

## Publication Overview

The original *Economic and Travel Industry Profiles for Utah Counties* was developed and published in 1993 by the Utah Division of Travel Development as a means for describing Utah's tourism economy at the state and county level. The economic impact models were developed as a collaborative effort between the Governor's Office of Planning and Budget and the Department of Community and Economic Development with input from the Department of Workforce Services, the Utah State Tax Commission, the University of Utah's Bureau of Business and Economic Research and the Governor's Economic Coordinating Committee. The report proved to be a valuable source of information for local and regional tourism planning. Since that time, the annual *State and County Economic & Travel Indicator Profiles* has continued to monitor and provide the most accurate and current information on tourism in Utah. Periodic revisions of methodology and design have occurred as necessary to maintain accuracy, consistency and reliability.

## Definition of Travel and Tourism

The World Tourism Organization defines the travel and tourism industry as, "...the activities of persons traveling and staying in places outside their usual environment." Consequently, measuring the travel and tourism industry consists of measuring business sectors that provide visitors with the products and services they need while outside their "usual environment."

Such measurement is a complex task, more so since tourism is not an industry in the traditional sense of mining or manufacturing. Main business sectors within the industry usually include transportation, eating and drinking establishments, hotels and other lodging places, auto rentals and amusement and recreation services. While most tourism businesses reside within the services sector of the economy, the impacts of tourism-related businesses often cross boundaries into other sectors, including retail sales, construction, government, public utilities, real estate, agriculture, mining and manufacturing.

## Availability of Report

Copies of the annual *State and County Economic & Travel Indicator Profiles* are sent to state and local government leaders, economic development and tourism officials, federal and state land management agencies, tourism industry associations and trade groups, academic institutions, and individual business owners. Every effort is made to ensure distribution of this valuable resource to all interested parties. Limited print copies of the report are available by contacting the Utah Division of Travel Development (call 801-538-1317). The complete report is also available in downloadable form on the Division's Internet website: <http://travel.utah.gov/countyprofiles.html> in the Research and Planning section.

# TABLE OF CONTENTS

I.	Executive Summary .....	1	
II.	2003 Highlights .....	5	
III.	State of Utah Tourism Profile .....	12	
IV.	Economic Impacts of Travel and Tourism .....	15	
	Employment		
	Traveler Spending		
	Local Tax Impact		
V.	Overview of Utah Travel Taxes .....	24	
	Travel Tax Rates		
	Gross Taxable Room Rents		
	Transient Room Tax		
	Restaurant Tax		
	Car Rental Tax		
	Gross Taxable Retail Sales		
VI.	County Tourism Profiles .....	37	
	Beaver	Iron	Sevier
	Box Elder	Juab	Summit
	Cache	Kane	Tooele
	Carbon	Millard	Uintah
	Daggett	Morgan	Utah
	Davis	Piute	Wasatch
	Duchesne	Rich	Washington
	Emery	Salt Lake	Wayne
	Garfield	San Juan	Weber
	Grand	Sanpete	
VII.	Appendix A – Utah Tourism Indicators: 1981 to 2003 .....	97	
VIII.	Appendix B – Economic Impact Models (Methodology) .....	98	
	Summary		
	Defining the Travel and Tourism Industry		
	Estimating Travel and Tourism Employment		
	Estimating Traveler and Tourist Spending		
	Estimating State and Local Tax Revenue		
	Estimating Non-Residents Visits		
	Location Quotients		
	Travel and Tourist Related NAICS Codes		
	Data Sources		
IX.	Appendix C – Tax Codes for Utah Tourism Taxes .....	102	
	Transient Room Tax		
	Tourism, Recreation, Cultural and Convention Facilities Tax		
	Motor Vehicle Rental		
	Resort Communities Tax		
	Botanical, Cultural, and Zoo Tax		
	Municipal Transient Room Tax		